What is Proximity Matching? The ability to match records based on their proximity, instead of comparing string representation of data. Data Services provides several types:

Geographical proximity

Find duplicate records based on geographic proximity, using latitude and longitude information. Not driving distance, but Geographic distance calculated using the Haversine Distance algorithm. It uses WGS 84 (GPS) coordinates.

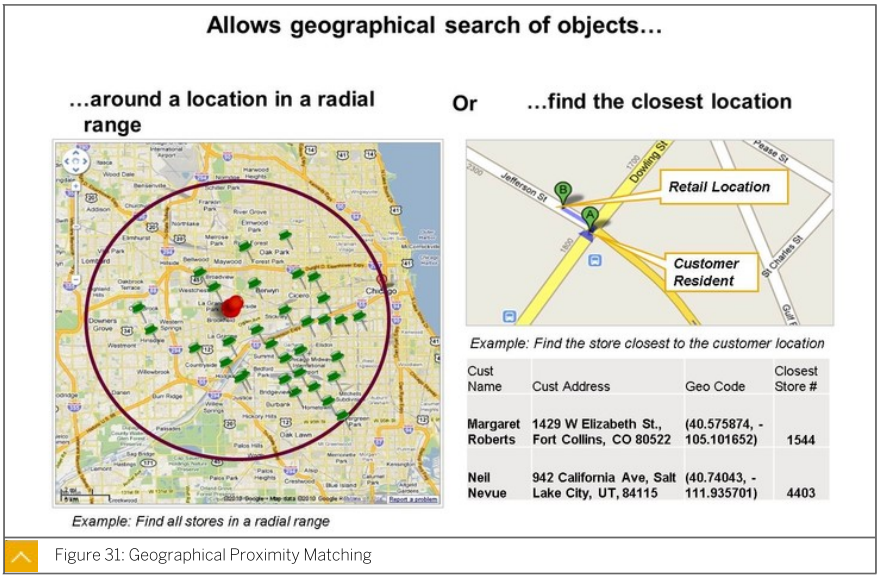

Figure 31: Geographical Proximity Matching

Numeric proximity

This method either finds duplicates based on numerical closeness of data based either on numbers or date.

- Numeric proximity – Find duplicates based on numerical closeness of data.
- Date proximity – Find duplicate based on date ranges.

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